

Pimpri Chinchwad Education Trust's
Pimpri Chinchwad University
Sate, Pune - 412106



Curriculum Structure
B.B.A. (General /Hons)
(Course 2025) Pattern
School of Management



Effective from Academic Year 2025-26

Program Structure

Preamble:

The Bachelor of Business Administration (BBA) degree is a three year (General) and four-year (Hons) undergraduate program designed to provide students with a comprehensive education in business principles and practices. The program aims to equip students with the skills and knowledge needed to succeed in a wide range of business roles and industries. Through a combination of theoretical coursework and practical experiences, BBA graduates develop a strong foundation in areas such as accounting, finance, marketing, management, and operations. Graduates are prepared to pursue a variety of careers in business or continue their education in graduate programs such as an MBA. The BBA degree provides students with the opportunity to develop critical thinking, problem-solving, communication, and leadership skills that are essential in the competitive and rapidly changing business world.

Vision and Mission of Program:

Vision Statement:

To be a leading program that prepares students to become innovative and ethical business leaders who make a positive impact on society.

Mission Statement:

M1: To provide a comprehensive education in business principles and practices that enable students to think critically, communicate effectively, and lead responsibly.

M2: Strive to create a learning environment that fosters creativity, collaboration, and continuous improvement, and that prepares students to thrive in the dynamic and globalized business world.

Program Educational Objectives:

1. To prepare graduates to be knowledgeable and skilled business professionals who can apply theory to practice and make informed decisions.
2. To develop graduates who are effective communicators and collaborators, and who possess strong leadership and teamwork skills.
3. To prepare graduates to be ethical and socially responsible business leaders who make a positive impact on society.



Program Outcomes:

1. Students will be able to apply business concepts and theories to real-world problems and situations.
2. Students will be able to communicate effectively in written, oral, and interpersonal contexts.
3. Students will be able to work effectively in teams and demonstrate leadership skills.
4. Students will be able to analyze and evaluate ethical issues and make responsible decisions.
5. Students will be able to identify and evaluate business opportunities, develop business plans, and create strategies for launching and growing new ventures.
6. Students will be prepared to enter the workforce as industry-ready professionals, with the skills and knowledge needed to succeed in a variety of business roles and industries.
7. Students will be able to adapt to the changing demands of the business world and respond to new challenges and opportunities with creativity, innovation, and agility.
8. Students will be able to demonstrate an entrepreneurial mindset and an ability to think outside the box, identify problems and opportunities, and develop innovative solutions.

Program Specific Outcomes (PSOs):

The Program Specific Outcomes (PSOs) for the BBA program are as follows:

1. Develop knowledge of business and corporate world.
2. Develop skills to become a good Manager and Entrepreneur

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Curriculum Framework for BBA (Gen/ Hons)

| Sr. No. | Type of course | Abbreviations |
|---------|---|---------------|
| 1. | Major Management Subjects | MAJM |
| 2. | Value Added Courses | VAC |
| 3. | Ability Enhancement Courses | AEC |
| 4. | Skill Enhancement Courses | SEC |
| 5. | Audit Course | AC |
| 6. | Major Specialization | MAJE |
| 7. | Minor Specialization | MINE |
| 8. | Minor | MIN |
| 9. | Field Project | FP |
| 10. | Specialization Electives (Major) | SPE |
| 11. | CEP | CEP |
| 12. | Vocational and Skill Enhancement Course | VSC |
| 13. | On the Job Training | OJT |
| 14. | Research Methodology | RM |

| Sr No | Type/category | | Subject | Credit | Percentage % |
|-------|---|------|---------|--------|--------------|
| 1 | Major Management Subjects | MAJM | 20 | 70 | 44 |
| 2 | Value Added Courses | VAC | 5 | 10 | 6 |
| 3 | Ability Enhancement Courses | AEC | 7 | 2 | 1 |
| 4 | Skill Enhancement Subjects | SEC | 3 | 7 | 4 |
| 5 | Audit Course | AC | 6 | 2 | 1 |
| 6 | Major Specialization | MAJE | 10 | 30 | 19 |
| 7 | Minor Specialization | MINE | 5 | 15 | 9 |
| 8 | Minor | MIN | 5 | 10 | 6 |
| 9 | Field Project | FP | 1 | 2 | 1 |
| 10 | CEP | CEP | 2 | 3 | 2 |
| 11 | Vocational and Skill Enhancement Course | VSC | 1 | 2 | 1 |
| 12 | On the Job Training | OJT | 1 | 4 | 3 |
| 13 | Research Methodology | RM | 1 | 4 | 3 |

| BBA (General/Hons) Curriculum Structure | | | | | | | | | | |
|--|---|-------------|-----------------|----------|----------|-----------|-----------|-------------------|------------|------------|
| School of Management | | | | | | | | | | |
| Program Structure of Bachelor of Business Administration (General / Hons) 2025-2029 | | | | | | | | | | |
| WEF: A.Y. 2025-26 (Pattern 2025) | | | | | | | | | | |
| Semester I | | | | | | | | | | |
| Course Code | Course Name | Course Type | Teaching Scheme | | | | Hrs | Assessment Scheme | | |
| | | | Th | Prac | Tut | Credit | | CIA | ESA | Total |
| UBB101 | Fundamentals of Management | MAJM | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBB102 | Financial Accounting & Analysis | MAJM | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBB103 | Micro Economics | MAJM | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBB104 | Business Law | MAJM | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBB105 | Computers in Management | VAC | 1 | 1 | 0 | 2 | 3 | 50 | 0 | 50 |
| UBB106 | Business Communication-I | SEC | 2 | 1 | 0 | 3 | 4 | 40 | 60 | 100 |
| UBB107 | Basics of Asanas | AEC | 0 | 1 | 0 | 1 | 2 | 50 | 0 | 50 |
| UEG101 | Applied Communication | AEC | 2 | 0 | 0 | 0 | 2 | 50 | 0 | 50 |
| UBB108 | Strategy for Social Media Brand and Sustainable Development | MOOC | 4 | 0 | 0 | 4 | 4 | 40 | 60 | 100 |
| | TOTAL | | 21 | 3 | 0 | 22 | 27 | 390 | 360 | 750 |

| Semester II | | | | | | | | | | |
|--------------------|--|-------------|-----------------|----------|----------|-----------|-----------|-------------------|------------|------------|
| Course Code | Course Name | Course Type | Teaching Scheme | | | | Hrs | Assessment Scheme | | |
| | | | Th | Prac | Tut | Credit | | CIA | ESA | Total |
| UBB109 | Macro Economics | MAJM | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBB110 | Principles of Finance | MAJM | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBB111 | Organizational Behavior | MAJM | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBB112 | Business Statistics | MAJM | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBB113 | Business Communication-II | SEC | 2 | 1 | 0 | 3 | 4 | 40 | 60 | 100 |
| UBB114 | Behavioral Science | VAC | 1 | 0 | 0 | 1 | 1 | 50 | 0 | 50 |
| UFL101A/B | Foreign Language -German / Japanese | AEC | 2 | 0 | 0 | 0 | 2 | 50 | 0 | 50 |
| | Minor -1 (Offered from other Schools) | MIN | 2 | 0 | 0 | 2 | 2 | 50 | 0 | 50 |
| UBB115 | Basics of Business in Today's Scenario | MOOC | 4 | 0 | 0 | 4 | 4 | 40 | 60 | 100 |
| | TOTAL | | 23 | 1 | 0 | 22 | 25 | 390 | 360 | 750 |
| | | | | | | | | | | |
| | Foreign Language I | | | | | | | | | |
| UFL101A | Foreign Language I: GERMAN | AEC | 2 | 0 | 0 | 0 | 2 | 0 | 50 | 0 |
| UFL101B | Foreign Language I: JAPANESE | AEC | 2 | 0 | 0 | 0 | 2 | 0 | 50 | 0 |

Exit Policy- UG Certificate in BBA: Students who opt to exit after completion of the first year and have scored required credits offered by the school in the program structure will be awarded a UG certificate in BBA, provided they must earn additional credits during the summer vacation of the first year.



| Credit | | | | | | | | | | | | | | | |
|---------------|---|------|-------------|-------|--------|-------|-------|--------|-------|-------|--------|---------------------|-------|--------|--------------|
| | | | BBA General | | | | | | | | | BBA Honors/Research | | | |
| Sr No | Type/category | | Sem 1 | Sem 2 | Year 1 | Sem 3 | Sem 4 | Year 2 | Sem 5 | Sem 6 | Year 3 | Sem 7 | Sem 8 | Year 4 | Percentage % |
| 1 | Major Management Subjects | MAJM | 12 | 12 | 24 | 6 | 6 | 36 | 6 | 6 | 48 | 6 | 16 | 70 | 44 |
| 2 | Value Added Courses | VAC | 2 | 1 | 3 | 2 | 2 | 10 | 0 | 0 | 10 | 0 | 0 | 10 | 6 |
| 3 | Ability Enhancement Courses | AEC | 1 | 0 | 1 | 0 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 2 | 1 |
| 4 | Skill Enhancement Subjects | SEC | 3 | 3 | 6 | 0 | 0 | 7 | 0 | 0 | 7 | 0 | 0 | 7 | 4 |
| 5 | Audit Course | AC | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 6 | Major Specialization | MAJE | 0 | 0 | 0 | 6 | 6 | 12 | 6 | 6 | 24 | 6 | 0 | 30 | 19 |
| 7 | Minor Specialization | MINE | 0 | 0 | 0 | 3 | 3 | 6 | 3 | 3 | 12 | 3 | 0 | 15 | 9 |
| 8 | Minor | MIN | 0 | 2 | 2 | 2 | 2 | 6 | 2 | 2 | 10 | 0 | 0 | 10 | 6 |
| 9 | Field Project | FP | 0 | 0 | 0 | 2 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 2 | 1 |
| 10 | CEP | CEP | 0 | 0 | 0 | 0 | 2 | 2 | 1 | 0 | 3 | 0 | 0 | 3 | 2 |
| 11 | Vocational and Skill Enhancement Course | VSC | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 0 | 0 | 2 | 1 |
| 12 | On the Job Training | OJT | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 4 | 0 | 0 | 4 | 3 |
| 13 | Research Methodology | RM | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 4 | 3 |
| 14 | MOOC Courses | MOOC | 4 | 4 | 8 | 4 | 4 | 8 | 4 | 4 | 8 | 4 | 4 | 8 | 0 |
| Total Credits | | | | | 44 | | | 83 | | | 124 | | | 159 | |

COURSE CURRICULUM

| | | | | | | | |
|---|------------------|----------------------------|-----------------------|---|--------------------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: I | | Level: UG | |
| Course Name | | Fundamentals of Management | | Course Code/ Course Type | | UBB101/MAJM | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practical | Tutorial | Total Credit s | Hour s | CIA | ESA | Practical/Oral |
| 3 | 0 | 0 | 3 | 3 | 40 | 60 | 0 |
| Pre-Requisite: Knowledge of Business Environment, Basic Communication Skills | | | | | | | |
| Course Objectives (CO): | | | | The objectives of Fundamentals of Management course are: 1. Recall problem-solving strategies and critical thinking skills. 2. Recognize different areas of the business supporting the vision and mission. 3. Apply various tools and techniques to remain competitive in business decisions. 4. Analyze organizational issues and develop controlling mechanisms. 5. Evaluate the balance between external and internal environments for managerial effectiveness. | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: 1. Identify the areas to control as well select the appropriate controlling methods/techniques 2. Elaborate how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment 3. Apply knowledge of effective leadership lessons, that aids in organizational benchmarking. 4. Analyze the situations that lead to management evolution and how it will affect future managers 5. Evaluate use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences | | | |

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

| Descriptors/Topics | CLO | Hours |
|---|--------------|--------------|
| UNIT I | | |
| Introduction to Management: Definition, Nature and Scope, Functions, Managerial Roles, Levels of Management, Managerial Skills, Challenges of Management; Evolution of Management- Classical Approach- Scientific and Administrative Management; The Behavioral approach; The Quantitative approach; The Systems Approach; Contingency Approach, The IT Approach | CLO 1 | 9 |



| | | |
|--|--------------|-----------|
| UNIT II | | |
| Planning and Decision Making: General Framework for Planning - Planning Process, Types of Plans, Management by Objectives; Development of Business Strategy. Decision making and Problem Solving - Programmed and Non-Programmed Decisions, Steps in Problem Solving and Decision Making; Bounded Rationality and Influences on Decision Making; Group Problem Solving and Decision Making, Creativity and Innovation in Managerial Work | CLO 2 | 9 |
| UNIT III | | |
| Organization and HRM: Principles of Organization: Organizational Design & Organizational Structures; Departmentalization, Delegation; Empowerment, Centralization, Decentralization, Recentralization; Organizational Culture; Organizational Climate and Organizational Change, Human Resource Management & Business Strategy: Talent Management, Talent Management Models and Strategic Human Resource Planning; Recruitment and Selection; Training and Development; Performance Appraisal | CLO 3 | 9 |
| UNIT IV | | |
| Leading and Motivation: Leadership, Power and Authority, Leadership Styles; Behavioral Leadership, Situational Leadership, Leadership Skills, Leader as Mentor and Coach, Leadership during adversity and Crisis; Handling Employee and Customer Complaints, Team Motivation - Types of Motivation; Relationship between Motivation, Performance and Engagement, Content Motivational Theories - Needs Hierarchy Theory, Two Factor Theory, Theory X and Theory Y | CLO 4 | 9 |
| UNIT V | | |
| Controlling: Control, Types and Strategies for Control, Steps in Control Process, Budgetary and Non- Budgetary Controls. Characteristics of Effective Controls, Establishing control systems, Control frequency, and Methods | CLO 5 | 9 |
| Total Hours | | 45 |

Learning resources

Textbooks:

1. Management Fundamentals, Robert N Lussier, 5e, Cengage Learning, 2013 edition
2. Fundamentals of Management: Revised Edition (2020 edition) Paperback – 1 January 2020
3. Fundamentals of Management, Stephen P. Robbins, Pearson Education, 2009 edition, Dr. N. Mishra (Author), Dr. O.P Gupta (Author)

Reference Books:

1. Essentials of Management, Koontz Kleihrich, Tata McGraw Hill
2. Management Essentials, Andrew DuBrin, 9e, Cengage Learning, 2012 edition
3. Indian Managers Handbook the Hardcover – 1 August 2020 edition, Ambareesh Murthy, Ashni Biyani, BYJU Raveendran, Deep Kalra, Revathi Kant

Online Resources/E-Learning Resources:

1. NPTEL Web Course: <http://nptel.ac.in/courses/109105121/>, <http://nptel.ac.in/courses/122105021/>
2. Udemy Courses, https://www.udemy.com/?utm_source=bing&utm_medium=udemyads&utm_campaign=BG-Generic_la.EN_cc.INDIA&utm_content=deal4584&utm_term=._ag_1223756854756207._ad_.kw_course_s%20online._de_c_.dm_.pl_.ti_kwd-76485115573894:loc-90._li_148860._pd_.&matchtype=p&msclkid=58394f0dff261b2cea53291ba20c79f6
3. Fundamentals of Management, <https://www.coursera.org/learn/fundamentals-of-management>

COURSE CURRICULUM

| | | | | | | | |
|---|-------------------|-----------------------------------|----------------------|---|---|---------------------------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: I | | Level: UG | |
| Course Name | | Financial Accounting and Analysis | | Course Code/ Course Type | | UBB102/MAJM | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practica l | Tutoria l | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 3 | 0 | 0 | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | | The objectives of Financial Accounting and Analysis are: 1. Recall understanding about accounting as an information system and the language of business. 2. Recognize the preparation and presentation of financial statements. 3. Apply various financial tools and techniques to enhance analytical power for rational business decisions. 4. Analyze current trends and social responsibility accounting. 5. Evaluate accounting in different economic conditions. | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: 1. Comprehend accounting during difficult times so as to ensure sustainability. 2. Apply accounting concepts, principles and conventions for their routine monetary transactions. 3. Create and prepare financial statements and Cash flow in accordance with Generally Accepted Accounting Principles 4. Analyze and interpret the financial statements of a company. 5. Evaluate various types of accounting and utilize the technology and social responsibility in facilitating and enhancing accounting and financial reporting processes | | | |

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

| Descriptors/Topics | CLO | Hours |
|---|--------------|-----------|
| UNIT I | | |
| Introduction to Financial Accounting: Purpose of Accounting and its place in Business, Limitations, Relationship with other areas. Advantages & Importance. | CLO 1 | 09 |
| UNIT II | | |
| Basic Accounting Concepts and conventions: Money Measurement Concept, Entity Concept, Going Concern Concept, Cost Concept, Dual Aspect Concept, Accrual Concept, Conservatism, Materiality Concept, Consistency concept, and accounting conventions. Basic accounting assumptions. | CLO 2 | 09 |
| UNIT III | | |
| Accounting Structure: Process of Accounting, Book keeping: recording of transactions and events; journalizing, ledger posting, preparation of Trial Balance. | CLO 3 | 09 |
| UNIT IV | | |
| Preparation of Financial Statements: Form and Preparation of Income Statement | CLO 4 | 09 |



| | | |
|--|--------------|-----------|
| and Statement of Financial Position, Adjustments Preparation of Income Statement and Balance Sheet. Accounting for Depreciation | | |
| UNIT V | | |
| Analysis of Financial Statements: Comparative and Common Size Statement, Ratio Analysis: Liquidity ratios, Solvency ratios, Profitability ratios, activity/turnover ratios, Market capitalization ratios. | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources

Textbooks:

1. "Financial Accounting: An Indian Approach" by S.N. Maheshwari and S.K. Mittal Edition: Latest edition available at the time (e.g., 7th edition as of 2022)
2. "Financial Accounting: A Managerial Perspective" by Narayanaswamy R. Edition: Latest edition available at the time (e.g., 6th edition as of 2022)
3. "Financial Accounting for Management" by Dr. Ambrish Gupta Edition: Latest edition available at the time (e.g., 5th edition as of 2022)

Reference Books:

1. "Financial Accounting for Business Managers" by Ashok Banerjee Edition: Latest edition available at the time (e.g., 3rd edition as of 2022)
2. "Financial Accounting: A Managerial Emphasis" by Dr. S.N. Maheshwari and Dr. S.K. Mittal Edition: Latest edition available at the time (e.g., 17th edition as of 2022)
3. "Fundamentals of Financial Accounting" by Dr. Ashok Sehgal and Deepak Sehgal Edition: Latest edition available at the time (e.g., 6th edition as of 2022)

Online Resources/E-Learning Resources

1. https://www.edx.org/executive-education/the-london-school-of-economics-and-political-science-financial-analysis-and-management-accounting?index=product&queryID=5de30db63f4a9eb387260078fd314365&position=6&linked_from=autocomplete&c=autocomplete
2. https://onlinecourses.swayam2.ac.in/imb24_mg08/preview

COURSE CURRICULUM

| | | | | | | | |
|---------------------------------|------------|-----------------|---------------|---|--------------------------------------|--------------------------------|----------------|
| Name of the Program: | | BBA | | Semester: I | | Level: UG | |
| Course Name | | Micro Economics | | Course Code / Course Type | | UBB103 / MAJM | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practica l | Tutoria l | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 3 | 0 | 0 | 3 | 3 | 40 | 60 | 0 |
| Pre-Requisite : 12th pass | | | | | | | |
| Course Objectives (CO): | | | | The objectives of Micro Economics are: 1. Recall fundamental concepts, principles, and scope of Micro Economics. 2. Recognize demand and supply theory, including market equilibrium and exceptions. 3. Apply consumer behavior theory, including choice, preferences, income, and elasticity. 4. Analyze production and cost theory, including equilibrium and economies of scale. 5. Evaluate various market structures: perfect competition, monopoly, monopolistic competition, and oligopoly. | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: 1. Comprehend basic concepts, principles, and their applications in real-world economic scenarios. 2. Apply economic principles to analyze and interpret demand, supply, and market equilibrium, facilitating informed decision-making in managerial contexts. 3. Develop the ability to evaluate consumer behavior patterns, forecast demand trends, and assess the impact of market changes on consumer preferences and purchasing decisions. 4. Analyze production processes, cost structures, and economies of scale, enabling them to optimize resource utilization and enhance business efficiency. 5. Gain insight into various market structures and their characteristics, allowing them to analyze market dynamics, predict competitive behavior, and formulate strategic business plans accordingly. | | | |

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

| Descriptors/Topics | CLO | Hours |
|---|--------------|--------------|
| UNIT I | | |
| Basic Concepts and Principles- Introduction, definition, and scope of Micro Economics, Basic assumptions in Micro Economics, Types of Economic Analysis, Types of Economic Decision in Business Economics, Economic Principles relevant to managerial Decisions, Relationship of Business Economics with other disciplines | CLO 1 | 9 |
| UNIT II | | |

| | | |
|---|--------------|-----------|
| Theory of Demand and Supply- Introduction to demand, Demand function, Demand schedule, Law of Demand, Exceptions to the law of demand, Introduction to supply, Law of Supply, Market Equilibrium. | CLO 2 | 9 |
| UNIT III | | |
| Theory of Consumer Behavior and Demand Forecasting- Introduction and concept of consumer choice, consumer preferences, consumer income, and Consumer Surplus, Introduction, and concept of Price Elasticity of demand, Income elasticity of demand, Cross elasticity of demand, Importance of elasticity of demand, Introduction and meaning of demand forecasting, Methods of demand forecasting | CLO 3 | 9 |
| UNIT IV | | |
| Theory of Production and Cost: Introduction and concept of production theory, production function, production function with one variable input, Production function with two variable input, elasticity of substitution, iso-cost lines, producer's equilibrium, Return to scale, Different types of production function, Types of cost, cost in short run, Cost in long run, Break even analysis, Economies of scale. | CLO 4 | 9 |
| UNIT V | | |
| Market Structure: Introduction and concept of Perfect competition, Monopoly, Monopolistic competition, Price–Output determination- Short run equilibrium and long run equilibrium in perfect competition, monopoly, monopolistic competition, Oligopoly. | CLO 5 | 9 |
| Total Hours | | 45 |

Learning resources

Text Books

1. "Microeconomics: Theory and Applications" by D.N. Dwivedi (Publication: Vikas Publishing House, Edition: 5th, Year: 2019)
2. "Principles of Microeconomics" by S. Chand (Publication: S. Chand Publishing, Edition: 8th, Year: 2021)

Reference Books

1. "Microeconomic Theory: Basic Principles and Extensions" by Soumyen Sikdar (Publication: Cengage Learning India Pvt Ltd, Edition: 4th, Year: 2020)
2. "Microeconomics: An Introduction" by M. L. Jhingan (Publication: Vrinda Publications Pvt. Ltd., Edition: 9th, Year: 2017)
3. "Microeconomics: Theory with Applications" by Bhatia B.D. (Publication: Ane Books Pvt Ltd, Edition: 2019)
4. "Managerial Economics & Business Strategy" by Michael R. Baye and Jeff Prince (Publication: McGraw-Hill Education, Edition: 9th, Year: 2021)
5. "Microeconomics" by David Besanko and Ronald R. Braeutigam (Publication: Wiley, Edition: 5th, Year: 2019)
6. "Microeconomic Theory: Basic Principles and Extensions" by Walter Nicholson and Christopher M. Snyder (Publication: Cengage Learning, Edition: 12th, Year: 2016)

Online Resources/E-Learning Resources:

1. https://www.opentextbooks.org.hk/system/files/export/15/15497/pdf/Principles_of_Managerial_Economics_15497.pdf
2. https://www.lpude.in/SLMs/Master%20of%20Business%20Administration/Sem_1/DEECO515_MANAGERIAL_ECONOMICS.pdf

COURSE CURRICULUM

| | | | | | | | |
|---------------------------------|------------|--------------|---------------|---|--------------------------------------|--------------------------------|----------------|
| Name of the Program: | | BBA | | Semester : 1 | | Level: UG | |
| Course Name | | Business Law | | Course Code/ Course Type | | UBB104/MAJM | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practica l | Tutoria l | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 3 | 0 | 0 | 3 | 3 | 40 | 60 | 0 |
| Pre-Requisite : 12th pass | | | | | | | |
| Course Objectives (CO): | | | | The objectives of Business Law are: 1. Recall the basic rules governing The Indian Contract Act, 1872. 2. Recognize the object and significance of the Sale of Goods Act, 1930. 3. Apply knowledge to comprehend The Companies Act, 2013. 4. Analyze the object and significance of the Consumer Protection Act, 1986. 5. Evaluate the impact of the Right to Information Act, 2005. | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: 1. Comprehend the basics of Laws governing commercial contracts. 2. Elaborate the rules regarding the Contract of Sale, 3. Apply the basics of Laws governing a Company, concepts and features of companies, 4. Analyze the rules regarding the Consumer Protection Act, 1986 5. Evaluate the rules regarding the Right to Information Act, 2005 | | | |

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

| Descriptors/Topics | CLO | Hours |
|---|--------------|--------------|
| UNIT I | | |
| Introduction to Business Law: Overview of business law and its significance in the business world Sources of business law. Indian Contract Act, 1872: Definition and essentials of a valid contract Offer and acceptance, Consideration and object of a contract, Capacity to contract, Free consent and coercion, Legality of contract, Performance and discharge of contracts, Remedies for breach of contract, Quasi-contracts and void agreements. | CLO 1 | 9 |
| UNIT II | | |
| Sales of Goods Act, 1930: Introduction to the Sales of Goods Act Formation of a contract of sale, Conditions and warranties, Sale vs Agreement to sell, Performance of the contract of sale, Unpaid seller and his rights, Rights and liabilities of the buyer | CLO 2 | 9 |
| UNIT III | | |
| Companies Act:2013: Definition, Characteristics and Kind of Companies, steps in Formation of a company, Memorandum of Association, Articles of Association, | CLO 3 | 9 |



| | | |
|---|--------------|-----------|
| Prospectus, Directors Appointment, Power, Duties and Liabilities, Meetings and Resolutions, Types of Meetings. Modes of Winding up of a Company | | |
| UNIT IV | | |
| The Consumer Protection Act, 2019: Basic Concepts: Complaint, Complainant, Consumer, Rights of Consumer, Consumer Forums: Their Role, Powers and Functions, Procedure for Consumer Grievance Redressal, Major Decided Cases. | CLO 4 | 9 |
| UNIT V | | |
| Right to Information Act 2005: Right to know salient features of the Act, Obligation of public authority, designation of PIO, request and duties of PIO, exemption from disclosure of information, partial disclosure of information, powers of Information commissions, Appellate authorities, Penalties, Jurisdiction of courts. | CLO 5 | 9 |
| Total Hours | | 45 |

Learning resources

Textbooks:

1. Kuchhal M.C- Business Law -Vikas Publication, Oct, 2023.
2. N.D Kapoor-Elements of Mercantile Law-Sultan Chand, 2022.
3. Akhileshwar Pathak-Legal Aspects of Business-McGraw Hill

Reference Books:

1. Management: Leading and Collaborating in a Competitive World" by Thomas S. Bateman and Scott A. Snell
2. "The Practice of Management" by Peter F. Drucker
3. "Management: Concepts and Applications" by Fred Luthans and Jonathan P. Doh

Online Resources/E-Learning Resources

1. <https://www.hzu.edu.in/uploads/2020/10/business-law.pdf>
2. https://www.oup.com.au/__data/assets/pdf_file/0023/140684/LATIMER_9780190304348.pdf
3. https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/Business_Law_I_Essentials_-_WEB.pdf

COURSE CURRICULUM

| | | | | | | | |
|---------------------------------|------------|-------------------------|---------------|---|--------------------------------------|--------------------------------|----------------|
| Name of the Program: | | BBA | | Semester: 1 | | Level: UG | |
| Course Name | | Computers in Management | | Course Code/ Course Type | | UBB105/VAC | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practica l | Tutoria l | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 1 | 1 | 0 | 2 | 3 | 50 | 0 | 0 |
| Pre-Requisite: 12th Std | | | | | | | |
| Course Objectives (CO): | | | | The objectives of Computers in Management are: 1. Recall fundamental computer concepts and their application in management. 2. Recognize various software tools and networking technologies in modern management. 3. Apply software tools for decision-making and communication in business. 4. Analyze data using statistical tools and visualization techniques for managerial insights. 5. Evaluate the impact of emerging technologies on business operations. 6. Design and create innovative solutions using advanced technologies for business challenges. | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: 1. Identify computer hardware, software, and networking technologies in management. 2. Elaborate the impact of computers on decision-making in business. 3. Apply software tools like spreadsheets and databases for management tasks. 4. Analyze data using statistical tools and visualization techniques. 5. Evaluate emerging technologies' role in business operations and innovation. | | | |

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

| Descriptors/Topics | CLO | Hours |
|---|--------------|--------------|
| UNIT I | | |
| Introduction to Computers and Management: Introduction to Computers and Information Technology. Evolution of Computers and Their Impact on Management. Role of Computers in Modern Management. Information Systems and Decision-Making. Types of Computer Hardware and Software. Internet and Intranet: Connecting Businesses. Basics of Networking and Communication. | CLO 1 | 3 |
| UNIT II | | |
| Software Tools for Management: Spreadsheet Applications for Financial Analysis. | CLO 2 | 3 |

| | | |
|---|--------------|-----------|
| Presentation Software for Effective Communication. Database Management Systems for Organizing Information. Project Management Software for Planning and Execution. Word Processing for Business Correspondence. Collaboration Tools and Virtual Teams. Customer Relationship Management (CRM) Software. | | |
| UNIT III | | |
| Introduction to Data Analysis & E-Commerce: Basics of Data Analysis and Statistical Tools. Data Visualization Techniques for Managerial Insights. Using Excel for Data Analysis and Graphical Representation. Introduction to Business Intelligence (BI) Tools. Understanding E-Commerce and Its Types. Online Consumer Behavior and Digital Marketing Strategies. Social Media Management and Online Branding. E-Commerce Platforms and Payment Systems. E-Commerce Security and Trust Search Engine Optimization (SEO) Techniques. Content Creation and Marketing in the Digital Age | CLO 3 | 3 |
| UNIT IV | | |
| Emerging Technologies in Management: Artificial Intelligence and Machine Learning for Decision Support. Internet of Things (IoT) and Smart Management Systems. Cloud Computing and Its Role in Business Operations. | CLO 4 | 3 |
| UNIT V | | |
| Advanced Technologies in Business Management : Block chain Technology and Supply Chain Management. Augmented Reality (AR) and Virtual Reality (VR) Applications. Robotic Process Automation (RPA) in Business Processes. Technology Innovation and Competitive Advantage. | CLO 5 | 3 |
| Total Hours | | 15 |

Practical Plan

| Assign ment/Pr actical/ Activity Numbe r | Assignment/Pra ctical/Activity Title | Week Number/T urn | Details | CLO | Hours |
|---|--|-------------------------|--|-------|-------|
| 1 | Practical 1: | Week 1 | Use Excel to create a budget spreadsheet for personal expenses, including categories like groceries, utilities, and entertainment. | CLO1 | 2 |
| | | Week 2 | Design a simple logo using any online free graphic design tools focusing on color schemes and typography for brand identity. | | 2 |
| | | Week 3 | Develop a basic Login page mobile app prototype using platforms like Adobe XD or Figma, incorporating user interface elements and navigation flows. | | 2 |
| 2. | Practical 2: | Week 4 | Create a digital presentation using presentation software such as Microsoft PowerPoint, emphasizing visual aids and structured content for effective communication. | CLO 2 | 2 |
| | | Week 5 | Create a simple student information database using Microsoft Access, including fields like Student ID, Name, Grade, and Email. Practice adding sample data, running queries to retrieve information, and exploring basic database functionalities to understand data organization. | | 2 |

| | | | | | |
|----|--------------|---------|--|-------|---|
| | | Week 6 | Practice business correspondence in Microsoft Word by formatting letters with headers, footers, fonts, and styles. Create professional letters or memos with addresses, salutations, content, and closing remarks to master document creation. | | 2 |
| 3. | Practical 3: | Week 7 | Practice basic data analysis and statistical tools using Excel, focusing on functions like SUM, AVERAGE, and COUNT to analyze data sets. Explore data visualization techniques in Excel such as creating charts (like bar charts or pie charts) to gain managerial insights from your data. | CLO 3 | 2 |
| | | Week 8 | Explore basic Business Intelligence (BI) tools to understand data analytics and visualization. Use tools like Power BI or Tableau to analyze data, create interactive dashboards, and gain insights for business decision-making. Online free tools – AWS, https://logz.io/ , www.zoho.com | | 2 |
| | | Week 9 | Practice social media management using tools. Focus on creating engaging content and monitoring metrics to build a strong online brand presence for effective marketing strategies. | | 2 |
| 4. | Practical 4: | Week 10 | Create a social media post using Canva or Adobe Spark with eye-catching visuals and compelling captions to promote an upcoming event or special offer. Utilize hashtags and tag relevant accounts to increase visibility and engagement, and monitor post performance to refine future social media strategies. | CLO 4 | 2 |
| | | Week 11 | Create a presentation slide in PowerPoint or Google Slides about AI and ML for decision support, using simple visuals and examples like recommendation systems to illustrate their impact on decision-making. Practice presenting the slides to understand and explain the concept effectively. | | 2 |
| | | Week 12 | Sign up for a free cloud storage service like Google Drive or Dropbox. Upload a document and access it from different devices to understand the cloud's role in accessibility. Discuss with classmates the benefits of cloud computing for businesses, like collaboration and data backup | | 2 |
| 5. | Practical 5: | Week 13 | Create a simplified digital ledger using Google Sheets to represent stages in a supply chain. Discuss block chain's benefits like transparency and security for supply chain management. | CLO 5 | 2 |
| | | Week 14 | Explore free online tools like AR.js or A-Frame for creating basic Augmented Reality | | 2 |

| | | | | | |
|--|--|---------|---|--|----|
| | | | (AR) experiences or VR experiences. Experiment with simple AR overlays on images or 3D models in VR to understand their applications in education or entertainment. | | |
| | | Week 15 | Explore free online tools like Google Trends or Survey Monkey to gather insights on technology trends and customer preferences. Analyze data to identify areas for innovation and leverage technology for a competitive advantage in your industry. | | 2 |
| | | | Total Practical - | | 30 |

Learning Resources

Textbooks:

Text Reading:

1. "Information Technology for Management, 2ed Paperback – 1 January 2021 by Turban (Author), Volonino (Author), Wood (Author), O.P. Wali (Author), Edition - 2nd
2. Information Technology for Management, 12ed, An Indian Adaptation | New Paperback – 25 August 2022, by Efraim Turban; Carol Pollard; Gregory Wood; O.P. Wali (Author) Edition - 12ed,
3. Information Technology for Management: Advancing Sustainable, Profitable Business Growth Paperback – 1 January 2015 by Turban (Author), Volonino (Author), Wood (Author), O.P. Wali (Author), Publisher: Wiley Publication: 2015, Edition = 1st

Reference Book

1. "E-Commerce 2023: Business, Technology, Society" Publisher : Pearson; 18th Edition (21 June 2023) Global Edition 18th Edition, Kindle Edition, Editions- 2nd
2. Computer Applications in Management: Integrating Technology and Business Strategies, by Dr. Subhash Kakkar, Mr. Rajeeva Kansal, jec publication, 13 April 2024

Online Resources/E-Learning Resources

1. Innovation and Information Technology Management
https://onlinecourses.swayam2.ac.in/imb21_mg04/preview
2. W3Schools - <https://www.w3schools.com/>
3. Excel learning and practice. With our hands-on approach - <https://excel-practice-online.com/>

COURSE CURRICULUM

| | | | | | | | |
|------------------------------------|-----------|--------------------------|---------------|---|--------------------------------------|--------------------------------|----------------|
| Name of the Program: | | BBA | | Semester- I | | Level: UG | |
| Course Name | | Business Communication-I | | Course Code/Course Type | | UBB106/SEC | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practical | Tutorial | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 2 | 1 | 0 | 3 | 4 | 40 | 60 | - |
| Prerequisite: Knowledge of English | | | | | | | |
| Course Objectives (CO): | | | | The objectives of Business Communication-I are: 1. Recall the overview of Prerequisites to Business Communication. 2. Recognize the basic mechanics of Grammar. 3. Apply an outline to effective Organizational Communication. 4. Analyze the nuances of Business communication. 5. Evaluate the correct practices of the strategies of Effective Business writing. | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able: 1. Comprehend paraphrasing, deciphering instructions, interpreting guidelines, and discussion boards. 2. Write error-free while making optimum use of correct Business Vocabulary and grammar. 3. Distinguish among various levels of organizational communication. 4. Analyze communication barriers while developing an understanding of Communication as a process in an organization. 5. Stimulate their Critical thinking by designing and developing clean and lucid writing skills. | | | |

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

| Descriptors/Topics | CLO | Hours |
|---|-----------------|--------------|
| UNIT I | | |
| Remedial Grammar- Sentence &Tense, Voice, Narration, Parts of Speech; Modals; Concord; Articles; Infinitives. | CLO 1 | 6 |
| UNIT II | | |
| Words and Phrases: Word formation. Synonyms and Antonyms; Homophones; Select vocabulary of about 500-1000 New words | CLO-2 | 6 |
| UNIT III | | |
| Fundamentals of Communication- Defining communication, Process of communication, Communication Model, Objectives of communication, 7 Cs of Communication, Importance of Business Communication, Importance of Feedback | CLO-3, 5 | 6 |
| UNIT IV | | |
| Levels and Flow of Communication Communication structure in the organization, Intra-personal, Interpersonal, Extra-personal, Organizational, and Mass communication. . | CLO-3 | 6 |

| | | |
|--|--------------|-----------|
| Upward, Downward, Lateral, Spiral | | |
| UNITV | | |
| Barriers to Effective Communication- Physiological Barrier, Psychological Barrier, Socio-psychological Barrier Linguistic Barrier, Environmental Barrier, Ways to Overcome the Barriers | CLO-4 | 6 |
| | | 30 |

Practical Plan

| Activity Number | Activity Title | Week Number | Details | CL O | Hours |
|-----------------|--|-------------|---|------|-------|
| 1 | Self-introduction and goal-setting | Week 1 | 1.1.Point to be taken care for introduction and Goal setting | 1 | 2 |
| | | Week 2 | 1.2. Presentation by students | 2 | 2 |
| 2 | Speech Mechanism- Respiratory Organs. Phonatory Organs. Articulatory Organs | Week 3 | 2.1. Discussion about the function of speech mechanism | | 2 |
| | | Week 4 | 2.2.2Practice of use of Articulatory System | | 2 |
| | | Week 5 | 2.2.3. Practice of use of Articulatory System | | 2 |
| 3 | Information gap activities | Week-6 | 3.1 Students will be given script to Listen. | 3 | 2 |
| | | Week-7 | 3.2. Students listen to the teacher and fill in the boxes with appropriate dialogues. | | 2 |
| 4. | Situational dialogues | Week-8 | 4.1 Students will be assigned the situation to prepare script with partner. | 4 | 2 |
| | | Week-9 | 4.2. Students will be act situation with partner with proper expression. | | 2 |
| 5 | Group Discussion | Week10 | 5.1.The faculty will discuss the Do's and Don'ts of a group and show a video on it | 5 | 2 |
| | | Week11 | 5.2. Students will form the group and prepare topic | | 2 |
| | | Week12 | 5.3 Students will form the group and prepare topic | | 2 |
| 6. | Film Review | Week13 | 6.1. Students will be given a movie clip to watch and write the review | 5 | 2 |
| | | Week14 | 6.2. Students will present the reviews of the same | | 2 |
| 7 | Viva | Week15 | Internal viva will be conducted in last lab | | 2 |
| Total | | | | | 30 |

Learning resources

1. Business Communication for Success, University of Minnesota Libraries Publishing, ISBN 13: 9781946135056
2. Pal, Rajendra and Korlahalli, J.S. (2011) Essentials of Business Communication. Sultan Chand & Sons. ISBN: 9788180547294.
3. Kaul, Asha. (2014) Effective Business Communication.PHI Learning Pvt. Ltd. ISBN: 9788120338487.
4. Murphy, R. (2007) Essential English Grammar, CUP. ISBN: 8175960299.
5. Gupta N., Jain K., Business Communication, Sahitya Bhawan Publications, 2022



References:

1. J S Nesfield, English Grammar: Composition and Usage
2. Muralikrishna and S. Mishra, Communication Skills.

Online Resources/E-Learning Resources

1. https://r.search.yahoo.com/_ylt=AwrKDwRPBRVmn_sl_fG7HAX.;_ylu=Y29sbwNzZzMEcG9zAzIEdnRpZAMEc2VjA3Ny/RV=2/RE=1712682447/RO=10/RU=https%3a%2f%2fwww.thinkonlinetraining.com%2fenglish%2ffunctional-skills%2flevel-1%2frevision%2f/RK=2/RS=vkbD.8yn4rIhNC081Sk1vd7W7yE-

COURSE CURRICULUM

| | | | | | | | |
|--|-----------|------------------|---------------|--|--------------------------------------|-------------------------------|----------------|
| Name of the Program: | | BBA | | Semester: I | | Level: UG | |
| Course Name | | Basics of Asanas | | Course Code/ Course Type | | UBB107/AEC | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 0 | 1 | 0 | 1 | 2 | 50 | 0 | - |
| Pre-Requisite: Knowledge of Business Environment, Basic Communication Skills | | | | | | | |
| Course Objectives (CO): | | | | The objective of Yoga are: <div><div></div><div>1. Recall key terminology, concepts, and principles related to the history, philosophy, and practices of yoga.</div><div>2. Recognize different styles and traditions of yoga, along with their unique characteristics and emphasis on specific aspects of practice.</div><div>3. Apply techniques for integrating breath awareness and mindfulness into yoga practice to enhance physical, mental, and emotional well-being.</div><div>4. Analyze the alignment, engagement, and muscular activation required for different yoga asanas, assessing their impact on stability, flexibility, and strength.</div><div>5. Evaluate individual progress and development in yoga practice, including improvements in physical abilities, mental focus, and emotional resilience.</div></div> | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: <div><div></div><div>1. Identify different types of yoga asanas, including standing, seated, balancing, and inversion poses.</div><div>2. Elaborate the benefits of practicing various yoga asanas on physical, mental, and emotional well-being.</div><div>3. Apply knowledge of proper breathing techniques (pranayama) to enhance the effectiveness of yoga asanas and deepen the practice.</div><div>4. Analyze personal progress and improvement in performing yoga asanas, including changes in strength, flexibility, and balance over time.</div><div>5. Evaluate the effectiveness of different yoga asanas in addressing specific physical or mental health concerns, such as stress relief, flexibility, or strength building.</div></div> | | | |

Course Content/Syllabus

(All the units carry equal weightage in Summative Assessment and equal engagement)

Detailed Description

| Practical No | Name of Practical | Week/Turn | Details about Topic Covered | CLOs | Hrs |
|--------------|---|-----------|--|------|-----|
| 1 | Practical 1 Warm Up Preparations | Week-1 | 1. Meaning of Warm Up various Types of Warm Up Exercises | CLO1 | 2 |
| | | Week-2 | 2. Importance of Warm Up Exercises in Life | | 2 |
| | | Week-3 | 3. Performance of Warm Up Exercises | | 2 |
| 2 | Asanas (Yoga Poses) | Week-1 | 1. Various Types of Asanas | CLO2 | 2 |
| | | Week-2 | 2. Learning the proper technique of various asanas | | 2 |
| | | Week-3 | 3. Performance of various asanas | | 2 |
| 3 | Pranayama (Breath Control) | Week-1 | 1. Understanding various breath control exercises | CLO3 | 2 |
| | | Week-2 | 2. Performing various pranayama | | 2 |
| | | Week-3 | 3. Performing various pranayama | | 2 |
| 4. | Meditation and Mindfulness | Week-1 | 1. Performing Guided meditation | CLO4 | 2 |
| | | Week-2 | 2. Understanding the Role of Meditation in Mental wellness | | 2 |
| | | Week-3 | 3. Performing relaxation Exercises | | 2 |
| 5 | Yoga Props and Cool Down Exercises | Week-1 | 1. Performing asanas with various Yoga Props | CLO5 | 2 |
| | | Week-2 | 2. Performing Cool down exercises and understanding their importance | | 2 |
| | | Week-3 | 3. Viva | | 2 |
| Total | | | 30 Hours | | 30 |

Learning resources

- 1 Textbook of Human Nutrition, Anjana Agarwal and Shobha A. Udipi
PDF Book Link - https://www.vizagsteel.com/sports/HealthFitness_YOGA_Manual.pdf
<https://www.yogacirclestudio.com/wp-content/uploads/2015/03/Yoga-101-Poses-Guide.pdf>
- 2 Dietary guidelines for Indians a manual, NIN, ICMR, Hyderabad.
- 3 Handbook of foods and nutrition, Swaminathan m. (2017)
- 4 Nutrition science”, v edn, new age international (p) ltd, publishers, Srilakshmi. B, Chennai

COURSE CURRICULUM

| | | | | | | | |
|---------------------------------|-----------|-----------------------|---------------|---|-------------------|------------|-----------------|
| Name of the Program: | | BBA | | Semester : I | | Level: UG | |
| Course Name | | Applied Communication | | Course Code/ Course Type | | UEG101/AEC | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA | Practical/ Oral |
| 2 | 0 | 0 | 0 | 2 | 50 | 0 | 0 |
| Pre-Requisite: 12th pass | | | | | | | |
| Course Objectives (CO): | | | | The objectives of Applied Communication are: 1. Recall basic knowledge of modern grammar. 2. Recognize Syntax of the English Language. 3. Apply familiarity with issues in Modern English Grammar. 4. Analyze common errors in English. 5. Evaluate focus on motivating students to express themselves in correct English. | | | |
| Course Learning Outcomes (CLO): | | | | Students will be able to: 1. Measure a strong theoretical understanding on Modern grammar 2. Distinguish between acceptable and inappropriate grammar and usages, 3. Produce free use of expressions in writing, 4. Practice advanced forms of writing, and 5. Produce clarity and conciseness on writing | | | |

Course Content/ Syllabus

| Descriptors/Topics | CLO | Hours |
|---|-------------|--------------|
| UNIT 1 | | |
| Basics: Parts of Speech-Nouns, Articles, Pronouns, Adjectives, Adverbs, prepositions, Conjunctions, interjections. Forms of Be, Tenses, Reported speech, and their usage | CLO1 | 06 |
| UNIT 2 | | |
| Syntax: Sentence, phrase, clause structures, coordination and subordination | CLO2 | 06 |
| UNIT 3 | | |
| Usage Issues in Modern English Grammar: Punctuation, verb forms, Subject-verb agreement, Pronoun-Antecedent agreement, Auxiliaries, Adjective-Adverb Confusions | CLO3 | 06 |
| UNIT 4 | | |
| Common Errors in English: Dangling construction, Parallel construction, American vs. British, Errors in common expressions, Errors by Non-Native students | CLO4 | 06 |



| UNIT 5 | | |
|--|-------------|-----------|
| Style and composition: Emphasis, Clarity, Concision and Consistency, Forms of writing | CLO5 | 06 |
| Total Hours | | 30 |

Learning resources

Textbooks:

1. Green, David. 2014. Contemporary English Grammar—Structures and Composition. Hyderabad: Macmillan
2. Narayanaswamy, K. R. 2003. Success with Grammar and Composition. Hyderabad: Orient Longman

Reference Books:

1. Bas Aarts. 2011, Oxford Modern English Grammar. Oxford University Press, Oxford.

Online Resources/E-Learning Resources

1. https://en.wikipedia.org/wiki/Modern_English
2. <https://www.britannica.com/topic/English-language/Characteristics-of-Modern-English>

MOOC Course Curriculum

| | | | | | | | |
|---------------------------------|------------|---|---------------|---|--------------------------------------|-------------------------------|----------------|
| Name of the Program: | | BBA | | Semester : II | | Level: UG | |
| Course Name | | Strategy for Social Media Brand and Sustainable Development | | Course Code/ Course Type | | UBB108 / MOOC | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practica l | Tutoria l | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 4 | 0 | 0 | 4 | 4 | 40 | 60 | - |
| Pre-Requisite: 12th pass | | | | | | | |
| Course Objectives (CO): | | | | CO1: Understand the principles of social media marketing, strategic brand management, and sustainable development, and their interconnections. CO2: Analyze the effectiveness of various social media platforms, branding strategies, and sustainability models in achieving organizational goals. CO3: Evaluate global policies, ethical implications, and case studies to identify best practices for sustainable branding and marketing. CO4: Develop innovative and sustainable strategies for enhancing brand visibility, value, and social impact. CO5: Apply sustainable development principles to create comprehensive marketing and branding solutions that balance economic, social, and environmental goals. | | | |
| Course Learning Outcomes (CLO): | | | | CLO1: Define the core concepts of social media marketing, branding, and sustainable development, identifying their role in modern business strategies. CLO2: Describe the relationship between branding, marketing, and sustainability, emphasizing their impact on consumer behavior and societal growth. CLO3: Analyze the success of branding and social media campaigns through real-world case studies, with a focus on sustainability and ethical considerations CLO4: Evaluate the outcomes of branding strategies and marketing campaigns, suggesting improvements to align them with sustainable development goals. CLO5: Design actionable, sustainable branding and marketing plans that integrate digital tools, creative strategies, and global sustainability frameworks. | | | |



Course Contents/Syllabus:

| Descriptors/Topics | Weightage (%) | Hrs |
|--|---------------|---------------|
| UNIT I | | |
| Introduction to Social Media Marketing Offered by Meta on Coursera | | 19 Hrs |
| UNIT II | | |
| Introduction to Strategic Brand Management, Offered by the University of Minnesota on Coursera | | 16 Hrs |
| UNIT III | | |
| The age of Sustainable Development, Offered by Columbia University | | 35 Hrs |
| Total Hours | | 70 Hrs |



2nd Semester

COURSE CURRICULUM

| | | | | | | | |
|---|-------------------|------------------|----------------------|---|---|--------------------------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: II | | Level: UG | |
| Course Name | | Macro Economics | | Course Code/ Course Type | | UBB109/MAJM | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practica l | Tutoria l | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 3 | 0 | 0 | 3 | 3 | 40 | 60 | |
| Pre-Requisite: Microeconomics, Quantitative Skills | | | | | | | |
| Course Objectives (CO): | | | | The objectives of Macroeconomics course are: 1. Recall measures of economic performance 2. Recognize economic indicators to evaluate current economic conditions 3. Apply learnings to how markets function in a capitalistic society 4. Analyze the major perspectives on what determines performance of the overall economy and to analyze impacts on the economy 5. Evaluate the key approaches to macroeconomic policy and to develop skills to analyze impacts of policy actions and to evaluate the advantages and disadvantages of different policies | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: 1. Identify and use information related to economics 2. Elaborate general economic concepts and the ability to think critically in written/oral form 3. Apply knowledge of economics in a coherent and meaningful manner in business and policies 4. Analyze macroeconomic issues and their impact at the country level 5. Evaluate policies pertaining to macroeconomic issues and examine GML as an economic reform process | | | |

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| Introduction Meaning and Scope of Macro Economics; Concepts of National Income; GNP, NNP, NDP, Per Capita Income, Personal Income and Disposal Income; Methods and Difficulties in Measurement of National Income; Circular flow of National Income; Closed Economy (Two and Three Sector) and Open Economy Models (Four Sector Model). Inter Sectoral Linkages Macro Aggregates and Policy Interrelationships- Fiscal and Monetary Policies. Business and Government, Budget Analysis & presentation | CLO 1 | 9 |

| | | |
|---|--------------|-----------|
| UNIT II | | |
| Consumption and Investment; Says Law of Market; Theory of Effective Demand; Consumption Function; Investment Function; Marginal Efficiency of Capital and Rate of Interest - Investment Multiplier | CLO 2 | 9 |
| UNIT III | | |
| Supply of Money; Determinants of Money Supply, Velocity of Circulation of Money, RBI's Approach to Measurement of Money Supply, Demand for Money, Classical, Keynesian and Friedman's Approaches | CLO 3 | 9 |
| UNIT IV | | |
| Macro-Economic Issues: Economic Indicators Technology, Employment, Inflation and Poverty-Issues and Challenges Industrial Finance, Money Market and Capital market, The Great Depression of 1920s and lessons learnt, Global recession of 2008 and its impact on Indian business, The Euro crisis, WTO and its impact on Indian Agriculture and Textiles industry, Concepts of SEZs, EPZs, FTZs and EPCs | CLO 4 | 9 |
| UNIT V | | |
| Macro-Economic Environment - Economic Transition in India, A quick Review – Globalization, Modernization & Liberalization (GML), Business and Government, Public-Private Participation (PPP), Industrial Finance, Foreign Direct Investment (FDIs) | CLO 5 | 9 |
| Total Hours | | 45 |

Learning resources

Textbooks:

1. Macroeconomics: Principles, Problems, & Policies (Irwin Economics), Campbell McConnell, Stanley Brue, and Sean Flynn, 2010 edition
2. The Macro Economy Today (The McGraw-Hill Series in Economics), Bradley Schiller and Karen Gebhardt
3. Indian Economy (English, Paperback, Singhania Nitin), 3rd Edition

Reference Books:

1. "Macroeconomics": Principles and Tools (3rd Edition) by Arthur O'Sullivan, Steven M. Sheffrin, Publisher: Prentice Hall
2. Principles of Macroeconomics (7th Edition) by Karl E. Case, Ray C. Fair, Publisher: Prentice Hall
3. Blanchard, O. J., Faruquee, H., Das, M., Forbes, K. J., & Tesar, L. L. (2010 edition). The Initial Impact of the Crisis on Emerging Market Countries [with Comments and Discussion]. Brookings Papers on Economic Activity, 263-323

Online Resources/E-Learning Resources:

1. Learning Macroeconomics (<https://www.edx.org/learn/macroeconomics>)
2. Principles of Economics: Macroeconomics - The Big Picture (<https://www.coursera.org/learn/principles-of-economics-macroeconomics>)
3. Online Macroeconomics Textbook Resources (<https://www.thoughtco.com/online-macro-economics-textbook-resources-1147693>)

COURSE CURRICULUM

| | | | | | | | |
|---------------------------------|-----------|----------------------|---------------|---|-------------------|-------------|----------------|
| Name of the Program: | | BBA | | Semester: II | | Level: UG | |
| Course Name | | Principle of Finance | | Course Code/ Course Type | | UBB110/MAJM | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practical | Tutori al | Total Credits | Hours | CIA | ESA | Practical/Oral |
| 3 | 0 | 0 | 3 | 3 | 40 | 60 | - |
| Pre-Requisite : 12th pass | | | | | | | |
| Course Objectives (CO): | | | | The objectives of Principal of finance are: 1. Recall the fundamentals, various models, and agency problems of Corporate Finance. 2. Recognize techniques used for analyzing various long-term projects. 3. Apply comprehendof various capital structure techniques and selecting the best source of finance. 4. Analyze various dividend models and their applicability. 5. Gain a comprehensive understanding of working capital, including its meaning. | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: 1. Comprehend the different basic concept / Models of Corporate Finance and Corporate Governance 2. Comprehend the practical application of time value of money and evaluate long term investment decisions 3. Develop analytical skills to select the best source of capital, structure and leverage. 4. Comprehend the use and application of different models for firm’s optimum dividend pay-out. 5. Evaluate various sources of working capital finance to meet organizational needs. | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|-----------|
| UNIT I | | |
| Introduction to Finance & Corporate Finance: Corporate Finance & its scope, Corporate Governance and Agency Problem, Time Value of Money. Sources of finance. | CLO 1 | 09 |
| UNIT II | | |
| Investment and Financing Decision: Concept of Opportunity Cost, Cost of Debenture, Preference and Equity capital, Composite Cost of Capital, Capital Budgeting Decisions, Calculation of NPV and IRR, | CLO 2 | 09 |
| UNIT III | | |
| Financial Decision: Capital Structure, Relevance and Irrelevancy theory, Leverage analysis – financial, operating and combined leverage along with its implications | CLO 3 | 09 |
| UNIT IV | | |
| Dividend Relevance: Factors affecting Dividend Policy, Forms of Dividends, | CLO 4 | 09 |

| | | |
|--|--------------|-----------|
| Types of Dividend Policies, Dividend Models: Walter and Gordon Model, Miller-Modigliani (MM) Hypothesis | | |
| UNIT V | | |
| Working Capital: Meaning, Gross and net working capital, operating cycle Determinants of working capital requirement classification of working capital Sources of working Capital finance Management of cash receivable and inventory | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources

TextBooks:

1. "Principles of Corporate Finance" by Richard A. Brealey, Stewart C. Myers, and Franklin Allen: Latest edition: 2022
2. "Corporate Finance: Theory and Practice" by Aswath Damodaran: Latest edition: 2023
3. "Corporate Finance: Theory and Practice" by Rajnish Mehra: Latest edition: 2018

Reference Books:

1. "Financial Management: Principles and Practice" by Prasanna Chandra: Latest edition: 2020
2. "Financial Markets and Institutions" by Frederic S. Mishkin and Stanley Eakins: Latest edition: 2018
3. "Fundamentals of Financial Management" by R.P. Rustagi: Latest edition: 2021

Online Resources/E-Learning Resources

1. https://www.edx.org/executive-education/harvard-university-fintech?index=product&queryID=7fbc7fb26665a8b539a2395711a0e725&position=2&results_level=first-level-results&term=Principal+of+finance&objectID=course-f1e7155d-81ea-4446-96a8-a0562da1934e&campaign=FinTech&source=2u&product_category=executive-education&placement_url=https%3A%2F%2Fwww.edx.org%2Fsearch
2. https://www.edx.org/executive-education/university-of-cambridge-sustainable-finance?index=product&queryID=7fbc7fb26665a8b539a2395711a0e725&position=3&results_level=first-level-results&term=Principal+of+finance&objectID=course-b30b2520-7f97-4792-a116-b82e9ffdbfab&campaign=Sustainable+Finance&source=2u&product_category=executive-education&placement_url=https%3A%2F%2Fwww.edx.org%2Fsearch
3. https://onlinecourses.nptel.ac.in/noc21_mg93/preview

COURSE CURRICULUM

| | | | | | | | |
|---|-------------------|--------------------------------|----------------------|---|---|---------------------------------------|-----------------------|
| Name of the Program: | | BBA | | Semester : II | | Level: UG | |
| Course Name | | Organizational Behavior | | Course Code/ Course Type | | UBB111/MAJM | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practica l | Tutoria l | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 3 | 0 | 0 | 3 | 3 | 40 | 60 | NA |
| Pre-Requisite: 12th Std | | | | | | | |
| Course Objectives (CO): | | | | The objectives of Organizational Behavior are: 1. Recall key organizational behavior terms for foundational understanding. 2. Recognize different communication skills vital for effective organizational interactions and team collaboration in diverse settings. 3. Apply theories to comprehend individual and group behavior in organizations. 4. Analyze ethical implications in organizational behavior theories and practices. 5. Evaluate leadership styles' influence on employee motivation and performance. | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: 1. Identify fundamental concepts and key terms in organizational behavior, recognizing their importance in understanding workplace dynamics. 2. Elaborate the theories and models essential for comprehending individual and group behavior within organizational settings. 3. Apply knowledge of group dynamics to enhance team performance and address challenges in organizational settings. 4. Apply knowledge of organizational structure, culture, and decision-making to navigate and adapt to organizational dynamics effectively. 5. Analyze organizational change processes, including types and resistance, to facilitate effective management of change within organizations. | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|---|--------------|----------|
| UNIT I | | |
| Introduction to Organizational Behavior: Definition, Nature and Scope of Organizational Behavior. Importance of Studying Organizational Behavior. Historical Development of Organizational Behavior. Key Theoretical Perspectives. Disciplines | CLO 1 | 9 |

| | | |
|---|--------------|-----------------|
| that contribute to OB. Basic Models of Individual Behavior. Ethics in Organizational Behavior. Opportunities & Challenges in OB. | | |
| UNIT II | | |
| Unit 2: Individual Behavior in Organizations: Defining Perception, Basic elements of Perception, Perceptual Organization, and Social Perception. Defining Personality, Key assumption, Determinants, Personality theories, Self-esteem & Self-Awareness. Measures of personality. Defining Learning, Understanding the Learning theories, Using Learning principles in Training. Defining Attitudes, Key Elements & Characteristics of Attitudes. Attitude Formation & Changes. Attitudes in the workplace. Understanding Emotions. Managing emotions at the workplace. Defining Motivation. The motivation process, types and theories. | CLO 2 | 9 |
| UNIT III | | |
| Unit 3: Group Dynamics: Understanding Groups and Teams. Group Formation and Development. Group think and shift. Types of teams; Creating team players from individuals building and team based work (TBW). Communication within Teams. Defining Power, Source of Power & Empowerment. Understanding Leadership Concept & Theories. Leader vs Manager. Approaches to Leadership. Managerial Grid. Team Decision Making. Virtual Teams and Challenges. Problems in team work. | CLO3 | 9 |
| UNIT IV | | |
| Unit 4: Organizational Structure and Culture: Definition and Dimensions of Organizational Structures. Complexity, Formalization, centralization & System Perspective. The Life-cycle perspective. Defining Culture and its impact on individuals. Levels of Culture. Organizational culture & its Dimension. Creating, sustaining and transmitting cultures. Politics in Organizations. Organizational Change and Adaptation. Organizational Decision Making. | CLO4 | 9 |
| UNIT V | | |
| Unit 5: Organizational Change: Definition and Types of Change. Managing & Resistance to Change. Strategies for addressing resistance to change. The Change process. Change Management Models. Organizational Culture Change. Innovation and Change. Leadership in Change Management. Communication Strategies for Change. Employee Engagement during Change. | CLO5 | 9 |
| Total Hours | | 45 hours |

Learning resources

Textbooks:

1. "Organizational Behavior" by Stephen P. Robbins and Timothy A. Judge, Pearson; 19th edition (3 January 2022).
2. "Organizational Behavior: An Evidence-Based Approach" by Fred Luthans and Brett C. Luthans, Information Age Publishing; 14th edition (30 January 2021).
3. "Organizational Behavior: Improving Performance and Commitment in the Workplace" by Jason Colquitt, Jeffery LePine, and Michael Wesson, McGraw-Hill Education; 8th edition (30 March 2022).

Reference Books:

1. "Organizational Behavior: Securing Competitive Advantage" by John A. Wagner III and John R. Hollenbeck, Routledge; 3rd edition (30 December 2020).
2. "Organizational Behavior: Science, The Real World, and You" by Debra L. Nelson and James Campbell Quick, South-Western College Publishing; 8th edition (11 February 2012).
3. "Leading Change", John P. Kotter, Harvard Business Review Press, 2022

Online Resources/E-Learning Resources

1. "Managing Change" by University of British Columbia (edX).
2. "Change Management and Innovation" by Australian National University (edX).
3. "Leading Change in Organizations" by University of Illinois at Urbana-Champaign (Coursera).

COURSE CURRICULUM

| | | | | | | | |
|--------------------------------------|------------|---------------------|---------------|---------------------------|---|--------------------------------|------------------|
| Name of the Program: | | BBA | | Semester: II | | Level: UG | |
| Course Name | | Business Statistics | | Course Code / Course Type | | UBB112 / MAJM | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practica l | Tutoria l | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical / Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | - |
| Pre-Requisite : 12 th Std | | | | | | | |
| Course Objectives (CO): | | | | | The objectives of Business Statistics are: 1. Recognize the different basic concepts/fundamentals of business statistics. 2. Analyze the importance of measures of Descriptive statistics, including measures of central tendency, Measures of Dispersion, Correlation, and Regression analysis and their implication on Business performance. 3. Apply the concept of Probability and its usage in various business applications. 4. Recall the Hypothesis Testing concepts and use inferential statistics- t, F, Z Test, and Chi Square Test. 5. Analyze the practical application of correlation and regression analysis. | | |
| Course Learning Outcomes (CLO): | | | | | Students would be able to: 1. Gain Knowledge of basic concepts / fundamentals of business statistics. 2. Analyze various measures of central tendency, Measures of Dispersion, and their implication on Business decisions. 3. Apply basic concepts of probability and perform probability theoretical distributions 4. Apply Hypothesis Testing concepts and able to apply inferential statistics- t, F, Z Test and Chi Square Test 5. Perform correlation and regression analysis and take economically relevant decisions. | | |

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| Introduction to Business Statistics: Meaning, Scope, types, functions, and limitations of statistics, Descriptive vs. inferential statistics. Importance of statistics in business management. Types of data and scales of measurement. Frequency distributions, Data Visualizations, Data collection methods and sampling techniques. | CLO 1 | 9 |
| UNIT II | | |
| Measures of Central tendency: Mean, Median, Mode, Arithmetic mean, Geometric | CLO 2 | 9 |

| | | |
|--|--------------|-----------|
| mean, Weighted mean, Harmonic mean, trimmed mean and Winsorised mean. Quantiles, Interquartile range. Measures of Dispersion: Range, Mean absolute deviation, Variance, Standard deviation, Covariance, Coefficient of Variation, Skewness and Kurtosis. | | |
| UNIT III | | |
| Probability concepts: Types of Event and probabilities; Properties of probability Theory of Probability, Addition and Multiplication Law, unconditional and conditional probabilities; joint probability; total probability rule; updated probability using Bayes' formula; counting problems using factorial, combination, and permutation concepts. Probability Distributions: Binomial, Poisson and Normal | CLO 3 | 9 |
| UNIT IV | | |
| Hypothesis Testing: Meaning, Steps of Hypothesis testing, Null and Alternative Hypotheses; One tailed and two tailed test of Hypothesis, Type I and Type II errors; Confidence Interval and significance level and p-value, Statistically and economic significance of business decision Testing of Hypothesis: Identify the appropriate test statistics, Test statistics, (t, F, Z Test and Chi Square Test), Parametric and non-parametric tests | CLO 4 | 9 |
| UNIT V | | |
| Correlation and Regression Analysis: Correlation Analysis-Introduction, Importance of correlation Analysis, Types of correlation, linear and non -linear correlation, Measures of correlation scatter diagram method, Karl Pearson's co-efficient of correlation, Spearman's Co-efficient of Rank Correlation. Regression Analysis- Difference between correlation and regression, Simple Linear Regression Basics, Estimating the Regression Line, Regression Equation, Analysis of Variance ANOVA | CLO 5 | 9 |
| Total Hours | | 45 |

Learning resources

Text Books

1. "Fundamentals of Statistics" by S. C.Gupta , Himalaya Publishing, 8th-Ed. - 2024-25
2. "Business Statistics" by N D Vohra, TATA McGrawHill, 2nd-Ed. - 2021
3. "Business Statistics" by G C Beri, TATA McGrawHill, 3rd-Ed. - 2017

Reference Books

1. "Statistics for Managers" by Chandrasekaran & Umaparvathi, PHI., 1st Ed. - 2021
2. "Statistics for Management" by Richard I. Levin, David S. Rubin, Pearson., 8th Ed. - 2017
3. "Business Statistics using Excel" by Davis , Pecar, Oxford., 8th Ed. - 2017

Online Resources/E-Learning Resources:

- <https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf>
- <https://www.ddegjust.ac.in/studymaterial/mcom/mc-106.pdf>
- <https://mu.ac.in/wp-content/uploads/2022/02/Business-Statistics.pdf>

COURSE CURRICULUM

| | | | | | | | |
|---------------------------------|-------------------|----------------------------------|----------------------|---|---|---------------------------------------|-----------------------|
| Name of the Program: | | BBA | | Semester- II | | Level: UG | |
| Course Name | | Business Communication-II | | Course Code/Course Type | | UBB113/SEC | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practica l | Tutoria l | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 2 | 1 | 0 | 3 | 4 | 40 | 60 | - |
| Prerequisite: 12th Pass | | | | | | | |
| Course Objectives (CO): | | | | The objectives of Business Communication II: <div>1. Recall the importance of effective communication strategies in business settings.</div> <div>2. Recognize the impact of cultural diversity on workplace dynamics and communication.</div> <div>3. Apply active listening techniques to enhance interpersonal communication skills.</div> <div>4. Analyze communication barriers and develop strategies for overcoming them in a team environment.</div> <div>5. Recall the fundamentals of conflict resolution and apply them in real-world scenarios.</div> | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: <div>1. Recognize and rectify common grammatical mistakes, both in one's own writing and in the writing of others.</div> <div>2. Apply the different writing styles like descriptive, argumentative etc.</div> <div>3. Develop good technical documents for presentations or disseminating technical documents.</div> <div>4. Tailor writing to suit specific audiences, considering tone, language, and generic formats/templates of technical writing.</div> <div>5. Apply critical thinking skills to present data and draw meaningful conclusions</div> | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|---|---------------|--------------|
| UNIT I | | |
| Constituents of Business Communication Requisites of Sentence Construction, Paragraph Development: Different elements of a paragraph, Techniques and Methods- Inductive, Deductive, Spatial, Linear, Chronological etc; The Art of Condensation-various steps. Paragraph Writing, | CLO-1, | 6 |
| UNIT II | | |
| Effective Writing Skills Elements and Principles of effective writing, Forms of written communication; Formal and Informal, Business Letters: Definition, Elements and Layouts, Types; Sales, Credit letters, Claim, Adjustment Letters etc. | CLO-2 | 6 |
| UNIT III | | |
| Formal Communication | CLO-3 | 6 |

| | | |
|--|--------------|-----------|
| Writing of CV & Resume, Memo, Drafting an email, Press Release. Agenda, Minutes, Notices | | |
| UNIT IV | | |
| Business Reports Types; Significance; Structure, Style & Writing of Reports. | CLO-4 | 6 |
| UNIT V | | |
| Presentation: Strategies & Techniques Presentation: Definition, Purpose, Types: Individual and Group Presentation, Strategies for Oral and Written Presentation, Nuances of Delivery-;Reading Method , Memorization, Impromptu and Speaking from the notes, Clarity of substance; emotion; Humor; Modes of Presentation; Overcoming Stage Fear; Audience Analysis & retention of audience interest; Audience Participation: Quizzes & Interjections. | CLO-5 | 6 |
| Total | | 30 |

Practical Plan

| Activity Number | Activity Title | Week Number | Details | CL O | Hour s |
|-----------------|---|-------------|---|------|--------|
| 1 | An Introduction to vowel and consonant sound | Week 1 | 1.1. English vowels and consonants through focused sessions, where students will be introduced with different symbols and their sounds of English vowels and consonants. | 1 | 2 |
| | | Week 2 | 1.2. Students will also practice in interactive drills and exercises to improve their articulation. | | 2 |
| 2 | Stress & Intonation | Week 3 | 2.1. Activity of stress and intonation for proper pronunciation | 2 | 2 |
| | | Week 4 | 2.2. Use of short sentences or phrases representing different emotions in certain contexts, and instruct them to experiment with variations in stress and intonation to convey diverse meanings | | 2 |
| | | Week 5 | 2.3. Practice session | | 2 |
| 3 | Debate | Week-6 | 3.1 The faculty will discuss the Do's and Don'ts of debate. | 3 | 2 |
| | | Week-7 | 3.2. Conduct debate thorough research and prepare well-supported arguments. At the end, a question answer session will be conducted to ensure participation of audience | | 2 |
| 4. | PPT Presentation | Week-8 | 4.1. Prepare an effective PowerPoint presentation (PPT). | 4 | 2 |
| | | Week-9 | 4.2. Students will be asked to give a presentation in the communication lab. To bind up the lab, a session of peer feedback is scheduled to ensure advice of students to bring refinement in PPT. | | 2 |
| 5. | Public Speech | Week10 | 4.3. cont. presentation activity. | | 2 |
| | | Week11 | 5.1. The faculty will guide on structuring their speech, and emphasizing delivery techniques like eye contact and body language | 5 | 2 |

| | | | | | |
|-------|-----------------------|--------|---|---|----|
| | | Week12 | 0. 5.2. schedule practice sessions with feedback to help participants build confidence and improve their public speaking skills | | 2 |
| 6. | Mock Interview | Week13 | 6.1. Students will be provided with the information about the job or situation for which they are interviewing | 5 | 2 |
| | | Week14 | 6.2. Conduction of mock interview in a communication lab involves simulating a real-life interview scenario to help participants practice and enhance their interview skills. | | 2 |
| 7 | Viva | Week15 | Internal viva will be conducted in last lab | | 2 |
| Total | | | | | 30 |

Learning resources

1. Business Communication for Success, University of Minnesota Libraries Publishing, ISBN 13: 9781946135056
2. Pal, Rajendra and Korlahalli, J.S. (2011) Essentials of Business Communication. Sultan Chand & Sons. ISBN: 9788180547294.
3. Kaul, Asha. (2014) Effective Business Communication. PHI Learning Pvt. Ltd. ISBN: 9788120338487.
4. Murphy, R. (2007) Essential English Grammar, CUP. ISBN: 8175960299.
5. Gupta N., Jain K., Business Communication, Sahitya Bhawan Publications, 2022

References:

1. J S Nesfield, English Grammar: Composition and Usage
2. Muralikrishna and S. Mishra, Communication Skills.

Online Resources/E-Learning Resources

1. https://r.search.yahoo.com/_ylt=AwrKDwRPBRVmn_sI_fG7HAX.;_ylu=Y29sbwNzZzMEcG9zAzIEdnRpZA MEc2VjA3Ny/RV=2/RE=1712682447/RO=10/RU=https%3a%2f%2fwww.thinkonlinetraining.com%2fenglish%2ffunctional-skills%2flevel-1%2frevision%2f/RK=2/RS=vkbD.8yn4rIhNC081Sk1vd7W7yE-

COURSE CURRICULUM

| | | | | | | | |
|---------------------------------|------------|--------------------|---------------|---|--------------------------------------|--------------------------------|----------------|
| Name of the Program: | | BBA | | Semester : I | | Level: UG | |
| Course Name | | Behavioral Science | | Course Code/ Course Type | | UBB114/VAC | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practica l | Tutoria l | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 2 | 0 | 0 | 2 | 2 | 50 | - | - |
| Pre-Requisite: 12th Std | | | | | | | |
| Course Objectives (CO): | | | | The objectives of Behavioral Science are: 1. Recall foundational theories and concepts in behavioral science. 2. Recognize the components of self-awareness and their impact on personal effectiveness. 3. Apply skills in recognizing and managing cognitive biases. 4. Analyze Behavioral Science Theories in real-life scenarios. 5. Evaluate evidence-based strategies for behavioral change | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: 1. Identify key concepts in behavioral science, including definitions, theories, self-awareness tools, cognitive biases, and rational decision-making models. 2. Elaborate self-concept, self-esteem's impact, emotional intelligence, empathy, and its impact 3. Apply knowledge of strategies for self-development, personal growth, create a development plan, balancing personal and professional growth, and ethical considerations 4. Analyze motivation theories and strategies for enhancing personal motivation 5. Evaluate decision-making processes, problem-solving techniques, and factors influencing decisions | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| Introduction to Behavioral Science and Self-Awareness: Definition and scope of behavioral science. Key theories in behavioral science, psychology and sociology. Importance of self-awareness in personal effectiveness. Self-awareness assessment tools and exercises. Cognitive biases, their types and their impact on decision-making. Overcoming cognitive biases: critical thinking and metacognition. Rational decision-making models. | CLO 1 | 6 |
| UNIT II | | |
| Self-Concept, Self-Esteem, and Self-Confidence: Understanding self-concept and its components. Self-esteem and its influence on behavior. Factors shaping self-esteem: social comparisons, feedback, etc. Emotional intelligence: definition and | CLO 2 | 6 |



| | | |
|--|--------------|-----------|
| components. Recognizing and managing emotions in oneself and others. Empathy and social awareness in emotional intelligence. | | |
| UNIT III | | |
| Self-Development, Motivation and Goal Setting: Strategies for self-development and personal growth, Creating a personal development plan. Balancing personal and professional growth. Ethical considerations in personal development. | CLO 3 | 6 |
| UNIT IV | | |
| Theories of motivation: Maslow, Herzberg, expectancy theory, etc. Intrinsic and extrinsic motivation. Goal-setting theory and principles. Strategies for enhancing personal motivation. | CLO 4 | 6 |
| UNIT V | | |
| Decision-Making and Problem-Solving: Understanding the decision-making process and problem-solving techniques. Rational decision-making models and their application. Factors influencing decision-making: cognitive biases, emotions, and ethics. Creative problem-solving methods and techniques. Implementation and evaluation of decisions. | CLO 5 | 6 |
| Total Hours | | 30 |

Learning resources

Textbooks:

1. "Organizational Behavior: Foundations, Theories and Analyses" by John B. Miner, Publisher Oxford University Press Inc, 2002, Editions- 1st
2. "Organizational Behavior: Science, The Real World, and You" by Debra L. Nelson and James Campbell Quick, South-Western; 6th ed. edition (1 March 2008)
3. "Introduction to Behavioral Science" by Dr. Uttam Kumar Singh (Author), Jnanada Prakashan (P&D) (1 January 2018), Editions- 1st

Reference Books:

1. "BRS Behavioral Science", by Fadem (Author), Wolters Kluwer (India) Pvt. Ltd., 8/e – 1 January 2020, Editions- 1st
2. "Building Behavioral Science in an Organization" by Zarak Khan & Laurel Newman, Action Design Press (6 March 2021), Editions- 1st

Online Resources/E-Learning Resources

1. Organizational Behavior 3: Historical Origins, Theoretical Foundations, and the Future box.ir/view/506551009808342531/Organizational-Behavior-3-John-B.-Miner-2006.pdf
2. Human Behaviour - IIT Guwahati https://onlinecourses.nptel.ac.in/noc20_hs28/preview

COURSE CURRICULUM

| | | | | | | | |
|---------------------------------|------------------|---------------------------------------|----------------------|---|---|---------------------------------------|-----------------------|
| Name of the Program: | | BBA | | Semester :II | | Level: UG | |
| Course Name | | Foreign Language - German A1.1 | | Course Code/ Course Type | | UFL101A/ AEC | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 2 | 0 | 0 | 0 | 2 | 50 | 0 | 0 |
| Pre-Requisite: 12th pass | | | | | | | |
| Course Objectives (CO): | | | | The objectives of (German A1.1) are: 1. To remember new words and their spellings. 2. To analyze the new concepts. 3. To apply the basic vocab and grammar concepts. 4. To comprehend the German text. 5. To create basic sentences in German. | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: 1. Spell simple words in German 2. Can understand everyday expressions. 3. Able to frame simple sentences in German language. 4. Can introduce themselves and others. 5. Can answer questions about themselves. | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|---|--------------|--------------|
| UNIT I | | |
| Guten Tag Speak about yourself and others, Speak about Countries and Languages Grammar — Sentence formation and verbs usage | CLO 1 | 6 |
| UNIT II | | |
| Freunde, Kollegen und Ich Speak about your Hobbys, To fix a meeting, Speak about work and Profession, To create a profile on Internet Grammar — How to use 'The' in german, Singular and plural forms of Nouns | CLO 2 | 6 |
| UNIT III | | |
| In der Stadt To get to know about Cities and Places, how to find way and understand directions, learn international words Grammar — Negations (how to use NO in German), Definite articles, indefinite articles | CLO3 | 6 |
| UNIT IV | | |
| Guten Appetit To speak about food and food habits, to have a discussion about shopping Grammar — introduction of cases | CLO4 | 6 |
| UNIT V | | |



| | | |
|---|-------------|-----------|
| Tag für Tag & Zeit mit Freunden Clock timings, To speak about family and friends, Daily routine To speak about free time activity, to understand the specific information from the text, to order and to pay in a restaurant Grammar — Possessive article, Modal verbs, use of on, at, from... till, Separable verbs and past tense | CLO5 | 6 |
| Total Hours | | 30 |

Learning resources

Textbooks:

1. Netzwerk A1, Ernst Klett Verlag & Goyal Publishers & Distributors Pvt. Ltd.
2. Studio d A1, Cornelsen Verlag & Goyal Publishers & Distributors Pvt. Ltd.
3. Netzwerk Neu A1, Ernst Klett Verlag & Goyal Publishers & Distributors Pvt. Ltd.

Reference Books:

1. Hallo Deutsch A1, Ernst Klett Verlag, Goyal Publishers & Distributors Pvt. Ltd.
2. Themen Aktuell 1, Hueber Verlag
3. Maximal Ernst Klett Verlag & Goyal Publishers & Distributors Pvt. Ltd.

Online Resources/E-Learning Resources:

1. Youtube <https://youtube.com/@LearnGermanwithAnja?si=BkJYDPi7TSOfT4lr>
2. <https://youtube.com/@deutschlernenmitheidi?si=TkIClabzioaUoroZ>
3. Instagram: [instagram.com/learngermanwithanja](https://www.instagram.com/learngermanwithanja)

COURSE CURRICULUM

| | | | | | | | |
|--|------------------|---|----------------------|---|---|---------------------------------------|------------------------|
| Name of the Program: | | BBA | | Semester: II | | Level: UG | |
| Course Name | | Foreign Language - Basic Japanese language skill | | Course Code/Course Type | | UFL101B/AEC | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/ Oral |
| 2 | - | - | 2 | 30 | 50 | -- | -- |
| Pre-Requisite: Desire to get acquainted with the Japanese language. | | | | | | | |
| Course Objectives (CO): | | | | The objectives of Basic Japanese language skill are: 1. To meet the needs of ever growing industry, with respect to language support. 2. To get introduced to Japanese society and culture through language. 3. To acquire competitive edge in career choices. 4. To participate effectively & responsibly in a multi-cultural world. 5. To enable learners to communicate effectively in Japanese language. | | | |
| Course Learning Outcomes (CLO): | | | | Students will be able to: 1. Read and Write Hiragana script. 2. Write and Speak basic sentences. 3. Comprehend and speak about time, hobbies, likes and dislikes. 4. Write basic kanji. 5. Use the Hiragana script in discussion. | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|----------|
| UNIT I | | |
| Introduction to Japanese Language – Introduction of script, culture, History of script, Speaking : Self introduction, listening : short video skit on self-introduction | CLO 1 | 6 |
| UNIT II | | |
| Introduction of Hiragana Script -Writing : Hiragana script, Speak : Basic sentences, General vocabulary : Months , Days of the week ,Basic numbers, colours, | CLO 2 | 6 |
| UNIT III | | |
| Basic sentence structure : Affirmative and Negative , General vocabulary: about family | CLO 3 | 6 |
| UNIT IV | | |
| Time and verbs –Talking about routine, Writing: routine using verbs and time, reading : A clock | CLO 4 | 6 |
| UNIT V | | |



| | | |
|--|--------------|-----------|
| Introduction of Katakana and basic kanji – Reading : English words, country names Writing : Basic Kanji | CLO 5 | 6 |
| Total Hours | | 30 |

Learning resources

Textbook:

1. Minna no Nihongo , “ Japanese for everyone” ,Elementary Main Textbook , Goyal Publishers & Distributors Pvt. Ltd.

Reference books:

1. Shyoho Volume 1.
2. Genki Japan
3. Haru Vol. 1 & 2

Online Resources/E-Learning Resources:

YouTube links

- <https://www.youtube.com/watch?v=shdlEapDsP4>
- <https://youtu.be/K-nw5EUxDz0?feature=shared>
- <https://youtu.be/o9sP-vaCEa0?si=l8yOvVKaltBQWXNu>
- <https://youtu.be/JnoZE51WZg4?si=9uq68USOz5plBk2n>
- <https://youtu.be/shdlEapDsP4?si=tC6RGaMtwDJgVu2d>
- <https://youtu.be/9paXgC2U8L0?si=btS1G4mvrkG5C9zi>

Apps

- A) Learn Japanese - Hiragana APP available on Google play.
- B) Hiragana Pro

COURSE CURRICULUM

| | | | | | | | |
|---|-------------------|------------------------------------|----------------------|----------------------------------|---|---------------------------------------|-----------------------|
| Name of the Program: | | Minor Course offered by SOM | | Semester: # II/ *IV | | Level: UG | |
| *: Courses offered for B Tech, B Design #: Courses offered for B Sc, BBA, Media, Management & Liberal Arts | | | | | | | |
| Course Name | | Micro-Economics | | Course Code / Course Type | | USMFE101 / MIN | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practica l | Tutoria l | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 2 | - | - | 2 | 2 | 20 | 30 | - |
| Pre-Requisite : None | | | | | | | |
| Course Objectives (CO): | | | | | The objectives of Micro Economics are: 1. Recall fundamental concepts, principles, and scope of Micro Economics. 2. Familiarize students with demand and supply theory, including demand functions, supply concepts, elasticity of demand, market equilibrium, and exceptions to economic laws. 3. Enable students to understand consumer behavior theory, including concepts of consumer choice, preferences, income, and demand forecasting methods. 4. Provide students with an understanding of the theory of production and cost, encompassing production functions, cost structures, producer's equilibrium, and economies of scale. 5. Analyze various market structures such as perfect competition, monopoly, monopolistic competition, and oligopoly. | | |
| Course Learning Outcomes (CLO): | | | | | Students would be able to: 1. Demonstrate a clear understanding of Micro Economics concepts, principles, and their applications in real-world economic scenarios. 2. Apply economic principles to analyze and interpret demand, supply, and market equilibrium, facilitating informed decision-making in managerial contexts. 3. Develop the ability to evaluate consumer behavior patterns, forecast demand trends, and assess the impact of market changes on consumer preferences and purchasing decisions. 4. Analyze production processes, cost structures, and economies of scale, enabling them to optimize resource utilization and enhance business efficiency. 5. Gain insight into various market structures and their characteristics, allowing them to analyze market dynamics. | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|-----------|
| UNIT I | | |
| Basic Concepts and Principles- Introduction, definition, and scope of Micro Economics, Basic assumptions in Micro-Economics, Types of Economic Analysis, Economic Principles relevant to managerial Decisions, Relationship of Business Economics with other disciplines | CLO 1 | 6 |
| UNIT II | | |
| Theory of Demand and Supply- Introduction to demand, Demand function, Demand schedule, Law of Demand and supply, Exceptions to the law of demand. Elasticity of demand (price elasticity, income elasticity and cross elasticity) | CLO 2 | 6 |
| UNIT III | | |
| Theory of Consumer Behavior and Demand Forecasting- Introduction and concept of consumer choice, consumer preferences, consumer income, and Consumer Surplus, Introduction and meaning of demand forecasting, Methods of demand forecasting | CLO 3 | 6 |
| UNIT IV | | |
| Theory of Production and Cost: Introduction and concept of production theory, production function, production function with one variable input, Production function with two variable input, Types of cost, cost in short run, Cost in long run, Break even analysis, Economies of scale. | CLO 4 | 6 |
| UNIT V | | |
| Market and Market Structure: Introduction, Meaning and types of Market and Market structure, Perfect and Imperfect Competition (Monopoly, Duopoly, Oligopoly and Monopolistic competition) and their features. | CLO 5 | 6 |
| Total Hours | | 30 |

Learning resources

Text Books

1. "Microeconomics: Theory and Applications" by D.N. Dwivedi (Publication: Vikas Publishing House, Edition: 5th, Year: 2019)
2. "Principles of Microeconomics" by S. Chand (Publication: S. Chand Publishing, Edition: 8th, Year: 2021)

Reference Books

1. "Microeconomic Theory: Basic Principles and Extensions" by Soumyen Sikdar (Publication: Cengage Learning India Pvt Ltd, Edition: 4th, Year: 2020)
2. "Microeconomics: An Introduction" by M. L. Jhingan (Publication: Vrinda Publications Pvt. Ltd., Edition: 9th, Year: 2017)
3. "Microeconomics: Theory with Applications" by Bhatia B.D. (Publication: Ane Books Pvt Ltd, Edition: 2019)
4. "Managerial Economics & Business Strategy" by Michael R. Baye and Jeff Prince (Publication: McGraw-Hill Education, Edition: 9th, Year: 2021)
5. "Microeconomics" by David Besanko and Ronald R. Braeutigam (Publication: Wiley, Edition: 5th, Year: 2019)
6. "Microeconomic Theory: Basic Principles and Extensions" by Walter Nicholson and Christopher M. Snyder (Publication: Cengage Learning, Edition: 12th, Year: 2016)

Online Resources/E-Learning Resources:

- https://www.opentextbooks.org.hk/system/files/export/15/15497/pdf/Principles_of_Manage_rial_Economics_15497.pdf
- https://www.lpude.in/SLMs/Master%20of%20Business%20Administration/Sem_1/DEECO515_MANAGERIAL_ECONOMICS.pdf

COURSE CURRICULUM

| | | | | | | | |
|---|------------------|---|--------------------------|---|---|--|-----------------------|
| Name of the Program: | | Minor Course offered by SOM | | Semester: # II/ *IV | | Level: UG | |
| *: Courses offered for B Tech, B Design #: Courses offered for B Sc, BBA, Media, Management & Liberal Arts | | | | | | | |
| Course Name | | Entrepreneurship- New Venture Management | | Course Code/ Course Type | | USMEI101 / MIN | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | Assessment Scheme | | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 2 | | | 2 | 30 | 40 | 60 | |
| Pre-Requisite: Basics of Entrepreneurship, Networking & Marketing | | | | | | | |
| Course Objectives (CO): | | | | The objectives of the course are: 1. To recall the concept of entrepreneurship 2. To recognize methods of idea generation and explore opportunities 3. To apply success & failure stories of ventures to one’s self enterprise 4. To analyze new venture concepts in terms of complexity of new venture initiation 5. To evaluate one’s personal strength & write a comprehensive, solid, executable new venture business plan | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: 1. To identify key entrepreneurship concepts, theories and principles, including knowledge of different types of entrepreneurs 2. To explain the product related opportunities and do feasibility checks 3. Apply knowledge of the various perspectives of entrepreneurship that reflect sustainable value for business and society through launches 4. Analyze the strategies of an existing business venture and leverage role of support organizations and small businesses 5. To evaluate industry relevant success stories and technology developments | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|---|--------------|-----------|
| UNIT I | | |
| Entrepreneurship Defined: Concept and Definitions, Entrepreneurial Competencies, Factor Affecting Entrepreneurial Growth, Traits/Qualities of an Entrepreneurs, Steps of entrepreneurial process | CLO 1 | 6 |
| UNIT II | | |
| Products & Opportunities: Opportunity / Identification and Product Selection, Product Selection, Conducting Feasibility Studies, Entry strategies, Intellectual Property | CLO 2 | 6 |
| UNIT III | | |
| Small Enterprises and Enterprise Launching Formalities: Definition of Small Scale; Rationale; Objective; Scope; Role of SME in Economic Development of India; SME; Registration; NOC from Pollution Board; Machinery and Equipment Selection; Project Report Preparation: Specimen of Project Report; Project Planning and Scheduling using Networking Techniques of PERT / CPM; Methods of Project Appraisal - economic viability and market feasibility, requirements of financial institutions, projected financial statement preparation. | CLO 3 | 6 |
| UNIT IV | | |
| Role of Support Institutions and management of Small Business: Director of Industries; DIC; SIDO; SIDBI; Small Industries Development Corporation (SIDC);SISI; NSIC; NISBUED; State Financial Corporation SFC; Information : assistance from different organizations in setting up a new venture, technology parks, industrial corporations, directorate of industries / cottage and small scale industries, SISI, Khadi & Village Industries Corporation / Board; DGS & DNSIC, export & import, how to apply for assistance – procedure, forms, procedures for obtaining contract from Railways, Defence, P & T etc., SIDBI; Laws : Liabilities under the Factories Act, Shops & Establishment Act, Industrial Employment (Standing Orders) Act, Environment Protection Act, Sale of Goods Act, maintenance & submission of statutory records & returns, understanding labour - management relationship | CLO 4 | 6 |
| UNIT V | | |
| Case Studies: Diagnostic case studies of successful / unsuccessful entrepreneurs, key variables explaining success / failures, industrial sickness, industrial reconstruction, technology obsolescence, technology, transfer | CLO 5 | 6 |
| Total Hours | | 30 |

Learning resources

Textbooks:

1. Holt H. David (2005), Entrepreneurship New Venture Creation, Prentice-Hall
2. Histrich D. Robert and Peters P. Michal Shepherd A Dean (2007), Entrepreneurship, McGraw Hill
3. Suhail Abidi and Manoj Joshi, The VUCA Company, 2016, Jaico Publishing India, ISBN 978-81-8495-662-7

Reference Books:

- 1) Sharma, Apoorv and Shukla, Balvinder and Joshi, Manoj, Can Business Incubators Impact the Start-Up Success? India Perspective! (October 20, 2014). Available at SSRN: <https://ssrn.com/abstract=2511944> or <http://dx.doi.org/10.2139/ssrn.2511944>
- 2) Sharma, Apoorv and Joshi, Manoj and Shukla, Balvinder, Is Accelerator an Option? Impact of Accelerator in Start-up Eco-System! (May 19, 2014). Available at SSRN: <https://ssrn.com/abstract=2438846> or <http://dx.doi.org/10.2139/ssrn.2438846>
- 3) Joshi, Manoj and Srivastava, Apoorva and Shukla, Balvinder, International Lessons on Innovation for Socio Economic Development in India (October 13, 2014). Available at SSRN: <https://ssrn.com/abstract=2509060> or <http://dx.doi.org/10.2139/ssrn.2509060>

Online Resources/E-Learning Resources:

1. Entrepreneurship Essentials, HBS, <https://online.hbs.edu/courses/entrepreneurship-essentials/>
2. New Venture Finance: Startup Funding for Entrepreneurs, <https://www.coursera.org/learn/startup-funding?specialization=business-entrepreneurship>
3. Developing New Business Ventures (Online): From Ideation to Successful Launch, <https://execed.business.columbia.edu/programs/developing-new-business-ventures-online>

MOOC COURSE CURRICULUM:

| | | | | | | | |
|---------------------------------|------------|--|---------------|---|--------------------------------------|-------------------------------|----------------|
| Name of the Program: | | BBA | | Semester : II | | Level: UG | |
| Course Name | | Basics of Business in Today's Scenario | | Course Code/ Course Type: | | UBB115 / MOOC | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practica l | Tutoria l | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 4 | - | - | 4 | 4 | 40 | 60 | - |
| Pre-Requisite: 12th | | | | | | | |
| Course Objectives (CO): | | | | 1. Develop a strong foundational understanding of key business principles, including market dynamics, organizational structures, and the role of technology in modern business practices. 2. Explore how globalization, digital transformation, and technological advancements are reshaping business models and operations across various industries. 3. Learn how consumer behaviour influences business decisions and how effective marketing strategies are developed to meet customer needs in a highly competitive environment. 4. Identify contemporary challenges such as economic shifts, environmental concerns, and regulatory changes, while also recognizing emerging opportunities for growth and innovation. 5. Foster entrepreneurial thinking by examining how businesses innovate, adapt, and capitalize on new trends and technologies to stay competitive and sustainable in the modern business landscape. | | | |
| Course Learning Outcomes (CLO): | | | | CO1. Remembering: Recall fundamental business concepts, principles, and terminologies relevant to modern business practices. CO2. Understanding: Explain the influence of contemporary factors such as globalization, digitalization, and sustainability on business strategies and operations. CO3. Applying: Apply business frameworks and models to analyse real-world challenges and propose effective solutions for modern business scenarios. CO4. Analysing: Evaluate the impact of external and internal factors, such as consumer behaviour, market trends, and organizational structures, on business decision-making and performance. Co5. Creating: Develop innovative business strategies or entrepreneurial solutions to address emerging challenges and capitalize on new opportunities in the current business environment. | | | |

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

| Descriptors/Topics | Weightage (%) | Hrs |
|---|---------------|-----------------|
| UNIT I | | |
| Entrepreneurial Mindset, Offered by Tecnológico de Monterrey on Coursera | Beginner | 16 Hours |
| UNIT II | | |
| Marketing Analytics Professional Certificate, Offered by Meta on Coursera | Beginner | 07 Hours |
| UNIT III | | |
| Introduction to Public Speaking, Offered by Board Infinity on Coursera | Beginner | 15 Hours |
| UNIT IV | | |
| Digital Governance, Offered by Erasmus University Rotterdam on Coursera | Beginner | 10 Hours |
| UNIT V | | |
| A Nano Course, Offered by EIT Digital on Coursera | Beginner | 2 Hours |
| UNIT VI | | |
| Automation Business Analysis - Concepts and Principles, Offered by UiPath on Coursera | Beginner | 14 Hours |
| Total Hours | | 60 Hours |